

Attorney Docket: 01371
U.S. Patent Application No. 10/016,988 Examiner Koenig, Art Unit 2623
Response to October 30, 2007 Office Action

AMENDMENT TO THE CLAIMS

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[01] (Currently Amended) A method, comprising:

collecting subscriber data about a subscriber's use of media programming, comprising

- i) identifying a command of interest from the subscriber, and
- ii) forming an event record that comprises the command of interest and a time associated with the command of interest;

merging the event record with data describing the media programming to form event timelines which describe the media programming selected by the subscriber over a period of time;

matching data from the event timelines with at least one relevant criteria describing which subscribers are desirable for receiving a selected advertisement; and

when data from the event timelines matches the at least one relevant criteria, then identifying the subscriber as a desirable subscriber to receive an advertisement;

associating a user classification to a set of parameters, the set of parameters determining membership in the user classification, the set of parameters including a minimum average weekly viewing time for a programming genre and shopping information associated with the programming genre;

classifying the subscriber in the [[a]] user classification when the subscriber's viewing time for the [[a]] programming genre exceeds ~~a predetermined level~~ the minimum average weekly viewing time;

classifying the subscriber in a plurality of user classifications, each classification having corresponding parameters for determining membership in each classification;

communicating the media programming to the user; and

when a match is defined between any ~~the~~ user classification and the advertisement, then inserting the advertisement in the media programming.

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- [02] (Previously Presented) The method of claim 1, wherein the programming genre is advertisements, and further comprising classifying the subscriber when a predetermined number of advertisements is exceeded.
- [03] (Currently Amended) The method of claim 2, further comprising collecting the shopping information and classifying the subscriber when a defined amount of product is purchased.
- [04] (Currently Amended) The method of claim 1, further comprising comparing media advertisements viewed to the shopping information describing brands of products purchased, and when an advertised product is purchased, then classifying the subscriber as a purchaser of a brand of product.
- [05] (Previously Presented) The method of claim 4, further comprising detecting a relationship between the shopping information and the event timelines.
- [06] (Previously Presented) The method of claim 1, further comprising collecting information describing web pages viewed by the subscriber, collecting information describing purchases made online, and collecting information describing topics of online searches.
- [07] (Cancel)
- [08] (Cancel)
- [09] (Previously Presented) The method of claim 1, wherein the subscriber data comprises survey data.
- [10] (Previously Presented) The method of claim 1, wherein the subscriber data comprises sales data.

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- [11] (Original) The method of claim 1, wherein the advertisement comprises an image embedded into media content.
- [12] (Original) The method of claim 1, wherein the advertisement comprises a video program.
- [13] (Original) The method of claim 1, wherein the advertisement comprises a banner.
- [14] (Original) The method of claim 1, wherein the advertisement appears at the same time as an electronic program guide.
- [15] (Currently Amended) A system for delivering targeted advertisements to a user, comprising:

means for collecting subscriber data about a subscriber's use of media programming, comprising

- i) identifying a command of interest from the subscriber, and
- ii) forming an event record that comprises the command of interest and a time associated with the command of interest;

means for merging the event record with data describing the media programming to form event timelines which describe the media programming selected by the subscriber over a period of time;

means for matching data from the event timelines with at least one relevant criteria describing which subscribers are desirable for receiving a the selected advertisement; and

when data from the event timelines matches the at least one relevant criteria, then means for identifying the subscriber as a desirable subscriber to receive an advertisement;

means for associating a user classification to a set of parameters, the set of parameters determining membership in the user classification, the set of parameters

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including a minimum average weekly viewing time for a programming genre and shopping information associated with the programming genre;

means for classifying the subscriber in the ~~[[a]]~~ user classification when the subscriber's viewing time for the ~~[[a]]~~ programming genre exceeds ~~a predetermined level~~ the minimum average weekly viewing time;

means for classifying the subscriber in a plurality of user classifications, each classification having corresponding parameters for determining membership in each classification;

means for communicating the media programming to the user; and

when a match is defined between the user classification and the advertisement, then means for inserting the advertisement in the media programming.

- [16] (Previously Presented) The system of claim 15, wherein the programming genre is advertisements, and further comprising means for classifying the subscriber when a predetermined number of advertisements is exceeded.
- [17] (Currently Amended) The system of claim 15, further comprising means for collecting the shopping information and means for classifying the subscriber when a defined amount of product is purchased.
- [18] (Previously Presented) The system of claim 15, further comprising means for detecting a relationship between the shopping information and the event timelines.
- [19] (Previously Presented) The system of claim 15, further comprising means for detecting a relationship between the shopping information and the event timelines when the user views advertisements for a product and purchases the product.
- [20] (Currently Amended) The system of claim 15, further comprising means for comparing media advertisements viewed to the shopping information describing brands of products

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purchased, and when an advertised product is purchased, then means for classifying the subscriber as a purchaser of a brand of product.

- [21] (Previously Presented) The system of claim 15, further comprising means for embedding the advertisement into the media programming.
- [22] (Previously Presented) The system of claim 15, further comprising means for collecting information describing web pages viewed by the subscriber, means for collecting information describing purchases made online, and means for collecting information describing topics of online searches.
- [23] (Previously Presented) The system of claim 15, wherein the subscriber data comprises survey data.
- [24] (Cancel)
- [25] (Cancel)
- [26] (Original) The system of claim 15, wherein the advertisement comprises a video program.
- [27] (Original) The system of claim 15, wherein the advertisement comprises a banner.
- [28] (Original) The system of claim 15, wherein the advertisement appears at the same time as an electronic program guide.